

**Subject:** Talking points.

**From:** Rich Sarian <Rich@hollywoodbid.org>

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**To:** Rich Sarian <Rich@hollywoodbid.org>

Cahuenga string lights -

- moving forward with last option
- three strands diagonally across Cahuenga as a roll out with hopes that this convinces other Property Owners to buy in and offer their property up for an expansion.

Wayfinding Signage -

- Hollywood Entertainment District Board approved sending a letter to the council office to use the mobility trust fund monies for this project.
- Frank Stephan, board member and representative of Eastown and Southblock developments, offered to designate the total budget of the wayfinding signage from his portion of the Mobility Trust Fund Payment. He has \$500,000 that must be paid and is willing to reserve \$100,000 of that for this.
- Rich has been in conversation with the City Controller to find out how we can access the Mobility Trust Fund as well as the other two "Idle Funds" that were recently highlighted in the Controller's latest report on idle funds. The two potential funds are the "Hollywood Problem Solving Fund" and the "Project Heavy Central City Fund".
- CalTrans has still not issued the NEPA approval, but pressure from upper management is being applied to approve. Once approved CalTrans will authorize spending funds for their end of the project. CalTrans plans on this being finalized no later than end of next week.

Holiday/Year-Round Lighting -

- St. Nic'e came out last month to fix lights that were no longer on and dangling chords from the palm trees
- a few days later we noticed that more lights were out, a bit worrisome, per the contract we signed
- St. Nic's will come out on Thursday to fix the lights in question and will detail with photos and reports on why this is happening.
- St. Nic's did Express concern as well on their end and that this shouldn't be happening. Premieres could be unplugging them as well as performers and transients for electricity.
- We have started to monitor this situation weekly with a detailed map of each tree and exactly what is wrong.

Hollywood Pop! Park

- could use paint on the sidewalk but otherwise it's holding up!

Utility Boxes

- tested the graphic-less vinyl wrap at the box on Hollywood and Highland.

Talking points.

- received proofs of artwork yesterday and we signed off on them! Should be printed and wrapped soon!
- the event will take place on Monday, May 21st at 5.00 pm at the Pantages
- The BID PR Team is contacting talent and helping with the event